Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES · FALL 1981

10
Tencennial

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Vol. 16, No. 4
Sept., Oct., Nov., 1981
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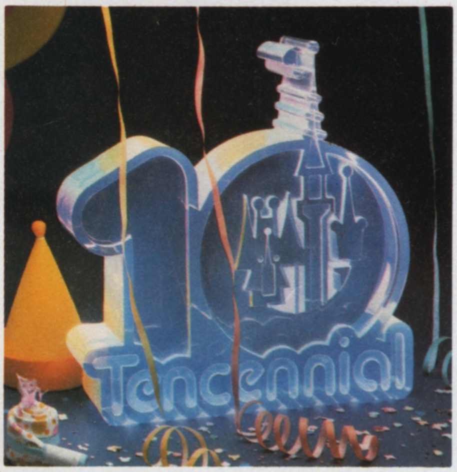


Cover Story: Our cover looks like a celebration in itself. And well it should. It highlights the striking Lucite logo created especially to commemorate the Tencennial Birthday Celebration of the Walt Disney World Vacation Kingdom in Florida . . . to which this issue is happily dedicated.

Page **Article**

SPECIAL COMMEMORATIVE EDITION CONTENTS

2 History of the World 1971–1980
6 Lake Buena Vista — Another Side of the World
8 Walt Disney World — the "Living Laboratory"
9 Tencennial . . . a Year Long and a Smile Wide
11 Watching our World Grow . . . from the beginning

12 TENCENNIAL Sweepstakes

13 Foal is Newest Addition to *Circle D Ranch*

14 Mickey Mouse Watches Still Collectors' Favorite

16 Adventures in Peter Pan Country

Sorry, but past issues of Disney News are not available.

18 Magic Kingdom Club Ticket and Benefits Information

WELCOME TO THE MAGIC KINGDOM CLUB FOR 1982

Welcome to the Magic Kingdom Club for 1982. The Club's new 1982 Membership Guide (pictured here) is now in distribution and will soon be available at your Personnel or Recreation office. With twenty, full-color pages detailing the Club's complete spectrum of benefits and programs, the 1982 Guide provides all the information you need to make the most of your Club membership.

Ten years ago, Walt Disney World Vacation Kingdom in Florida opened to the public — and has since become the most popular vacation destination in the world, hosting more than 120 million guests in those ten years. Beginning this October, Walt Disney World will celebrate its 10th Birthday. The Magic Kingdom Club joins in the celebration with its big *Walt Disney World Tencennial Sweepstakes*, featuring *Ten* Grand Prize Expense-Paid Vacations at Walt Disney World (each worth over $4,000), plus a variety of other prizes. There are ten drawings throughout the year, which means *ten chances to win*! Complete details and entry form appear in the new Membership Guide.

The 1982 Club Membership Guide gives complete coverage of Magic Kingdom Club benefits; exclusive Family Vacation Plans at both Walt Disney World and Disneyland; nationwide benefits at Howard Johnson's Motor Lodges and National Car Rental; our special cruise program with Norwegian Caribbean Lines; beautiful Cypress Gardens in Florida; World Showcase Tours to exciting destinations...plus, much more.

Sweepstakes Edition
Walt Disney's
MAGIC KINGDOM CLUB
1982
MEMBERSHIP GUIDE

We are excited about these programs for 1982, and we're pleased to make this all-in-one Guide available to our Club members. Quantities are now being sent to all Club Chapters worldwide and will soon be available. Be sure to pick up your copy today and experience all the excitement and benefits of your membership in Walt Disney's Magic Kingdom Club! And, perhaps you and your family will be the winner of an expense-paid vacation at Walt Disney World to experience the big Tencennial year!

Bob Baldwin

Bob Baldwin
Director
Magic Kingdom Club

History of the World: 1971-1980

From the Walt Disney World Vacation Kingdom dedication plaque in Town Square:

"WALT DISNEY WORLD is a tribute to the philosophy and life of Walter Elias Disney and to the talents, the dedication and the loyalty of the entire Disney organization that made Walt Disney's dream come true..."

"Walt Disney's dream"...and what a dream it was: a complete vacation resort destination; a total environment that Walt himself referred to as "a new, different kind of world...big enough to hold all the ideas and plans we can possibly imagine."

And the dream came to life, and started to grow: the Magic Kingdom, resort hotels and villas, campgrounds, abundant facilities for dining, shopping, entertainment and recreation; all set against a lovingly preserved and designed backdrop of rolling landscapes and winding waterways. And, as Walt had suggested, there was still plenty of space for the Disney-style thinking, tinkering and building called "Imagineering."

Now, this 27,443-acre wonder stands as the leading vacation destination on earth; the world's biggest 10-year-old. More than 125 million visitors later, it remains as happy and joyous a place as the day it opened October 1, 1971 — with a future as exciting as its vibrant past.

It *is* quite a world...the Walt Disney World Vacation Kingdom. Join us for some highlights of our colorful World History!

1971

The opening of Walt Disney World was scheduled for the entire month of October, 1971 — but more than 100,000 guests visited the Magic Kingdom in preview evenings during September.

Climax of the Grand Opening was October 23-25 with a gala concert by the 60-nation World Symphony Orchestra under the direction of Maestro Arthur Fiedler, a spectacular luau at the Polynesian Village Resort, dedication of the Contemporary Resort Hotel by Bob Hope and the Magic Kingdom's opening parade, featuring a 1,076-piece marching band directed by "Music Man" Meredith Willson.

Taking part in the televised opening festivities were Julie Andrews, Glen Campbell, Buddy Hackett, Jonathan Winters, and a "who's who" of American entertainment, business, government and industry.

Distinguished guests during the first weeks included David Brinkley, Helen Hayes, astronaut Eugene Cernan, Mickey Rooney and Johnny Bench.

The Fort Wilderness Campground, a back-to-nature retreat with campsites secluded amidst pine woods, opened in November, as did Circle-Vision 360's "America the Beautiful" — a view of our great nation as projected on a gigantic screen that completely surrounds the viewer. "Flight to the Moon" opened in December.

The Magic Kingdom observed its first Christmas with a parade and awe-inspiring Candlelight Procession featuring Rock Hudson as narrator, and the first New Year's Eve was celebrated with fireworks, balloons and a musical salute at Cinderella Castle.

Walt Disney World hosted its first professional golf tournament, won by Jack Nicklaus.

1972

"If You Had Wings," a colorful "journey" to exciting vacation ports-of-call, opened in June. Famed newscaster Lowell Thomas celebrated his 80th birthday with a party of distinguished guests — including flying aces Eddie Rickenbacker and Jimmy Doolittle — in April. Attendance totalled 10,712,991 for the first full year of operation.

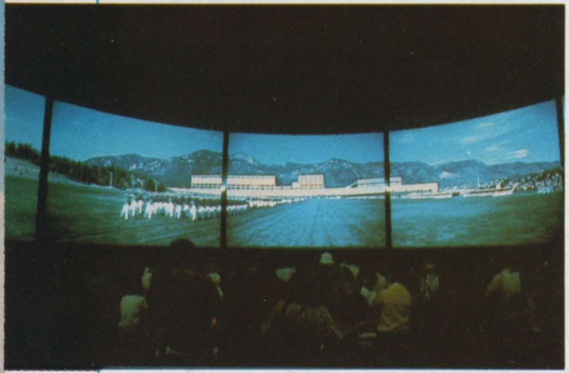
1973

The 151-room Golf Resort — nestled between the lush greens of the championship Palm and Magnolia golf courses — opened in December. Completion of "Pirates of the Caribbean" in December also highlighted a busy year of openings that included "The Walt Disney Story," Swan Boats, Tom Sawyer Island and the Richard F. Irvine Steamboat. President Richard Nixon visited the convention of Associated Press managing editors at the Contemporary Resort Hotel; the President was greeted by the 1974 Ambassador, Christi Lee Zeisler. The 50th anniversary of Walt Disney Productions featured a special parade and observances.

continued

1974

The year was keynoted by the opening of Circle Vision 360's "Magic Carpet 'Round the World," the Pioneer Hall dinner theater at the Fort Wilderness Campground and Discovery Island — a vividly beautiful bird sanctuary, featuring the world's largest walk-through aviary — in the middle of Bay Lake. Other special events included observance of Donald Duck's 40th birthday, and the first Walt Disney World Golf Classic/National Team Championship, won by B.R. McClendon and Hubert Green.



1975

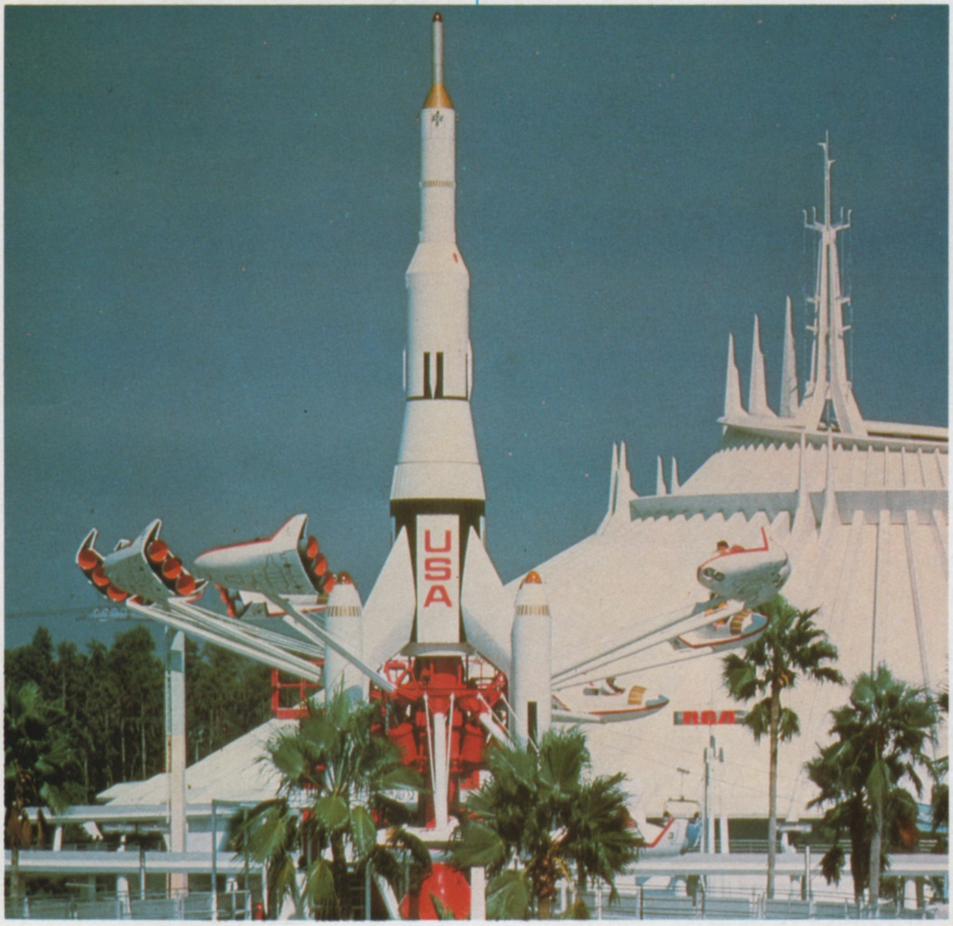
In January, the thrilling "Space Mountain" ride-exhibit attraction was dedicated before 2,000 dignitaries and was later "flight-tested" by U.S. astronauts and Russian cosmonauts of the Apollo-Soyuz mission. In addition, new "Starjets" and the GE "Carousel of Progress" — a three-dimensional look at the innovations spawned by electricity — opened in Tomorrowland. The charming, European-styled Lake Buena Vista Shopping Village opened in March with 29 shops and four restaurants. In July, the revolutionary, motorless transportation system, the WEDway PeopleMover, was inaugurated. Daily performances of "America on Parade" — a moving salute to the Bicentennial with more than 50 floats and 150 larger-than-life characters — and the opening of Hall of Presidents highlighted Magic Kingdom activities. "Mission to Mars" premiered in Tomorrowland, and Lucie Arnaz starred in a nationally televised show originating from the Magic Kingdom.

1976

The Magic Kingdom's 50-millionth visitor, 13-year-old Susan Brummer of Virginia, arrived in March. In June, President Gerald Ford's daughter Susan officially opened the "kersplashing" River Country attraction at Fort Wilderness Campground, an "Ol Waterin' Hole" complete with flumes, slides and waterfalls.

1977

In May the *Empress Lilly* Riverboat at Lake Buena Vista was dedicated. An authentic replica of a turn-of-the-century sternwheeler, the Empress Lilly featured old-fashioned parlor salons, three elegant restaurants and a lounge. June saw the premiere of the Main Street Electrical Parade, a dazzling cavalcade of Disney characters and themes done up in half-a-million lights.



Lucie Arnaz and Mickey in front of Space Mountain, 1975.

1978

Governor Reuben Askew dedicated a prototype solar office building in January. Millard Jones, 86, of Lakeland, made his 500th visit to Walt Disney World. President Jimmy Carter addressed the opening session of the International Chamber of Commerce Global Congress. Mickey Mouse celebrated his 50th birthday (November 18th) with daily parades throughout the year. Shields and Yarnell, Avery Schreiber, Phyllis Diller, Andrea McArdle, Danielle Spencer and Pablo Cruise taped "Chistmas at Walt Disney World", a special for "Wonderful World of Disney." And, a one-year Magic Kingdom attendance record of over 14 million was set.

Tencennial

1979

Walt Disney Productions President Card Walker hosted ground breaking ceremonies for EPCOT Center on October 1st. Mickey Mouse welcomed the Magic Kingdom's 100 millionth visitor October 22nd: eight-year-old Kurt Miller from Kingsville, Maryland.

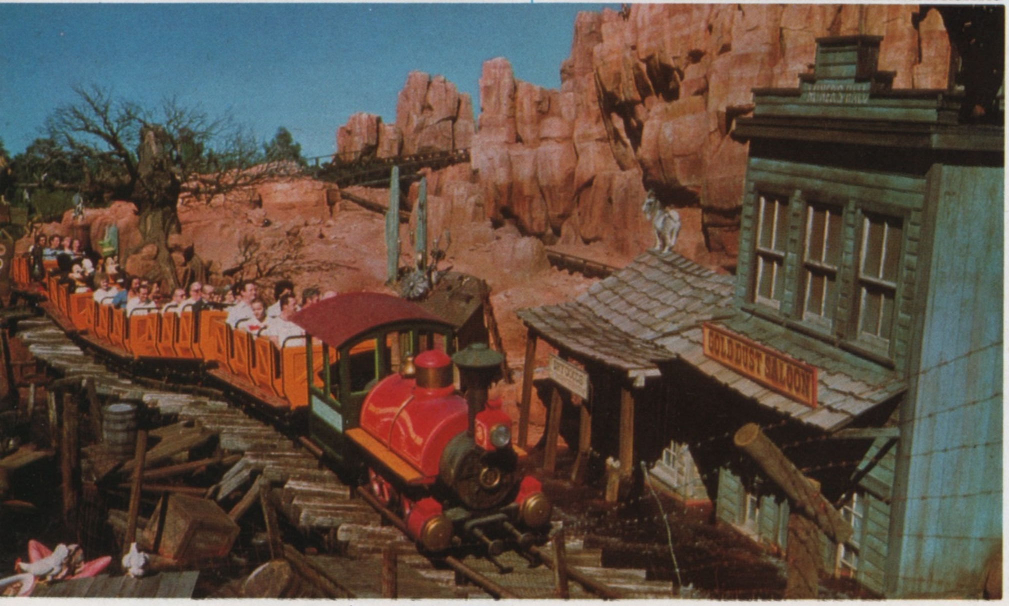
1980

In September, the Lake Buena Vista Conference Center and the surrounding 136 Club Lake Villas opened. Television talk show host John Davidson was on hand November 15th for the Grand Opening of "Big Thunder Mountain Railroad," a rollicking ride on a "runaway" mine train.

1981

Progress on EPCOT Center continues at an astounding pace. This $800 million "Community of Ideas" promises to be the most exciting entertainment concept in the history of Walt Disney Productions.

But right now, the Walt Disney cast is busily getting everything in place for Tencennial — the spectacular, "year-long, smile-wide" 10th birthday celebration that begins October 1st (see pages 9 and 10 for exciting details!). It's going to be one unforgettable year at the Vacation Kingdom...see you there!

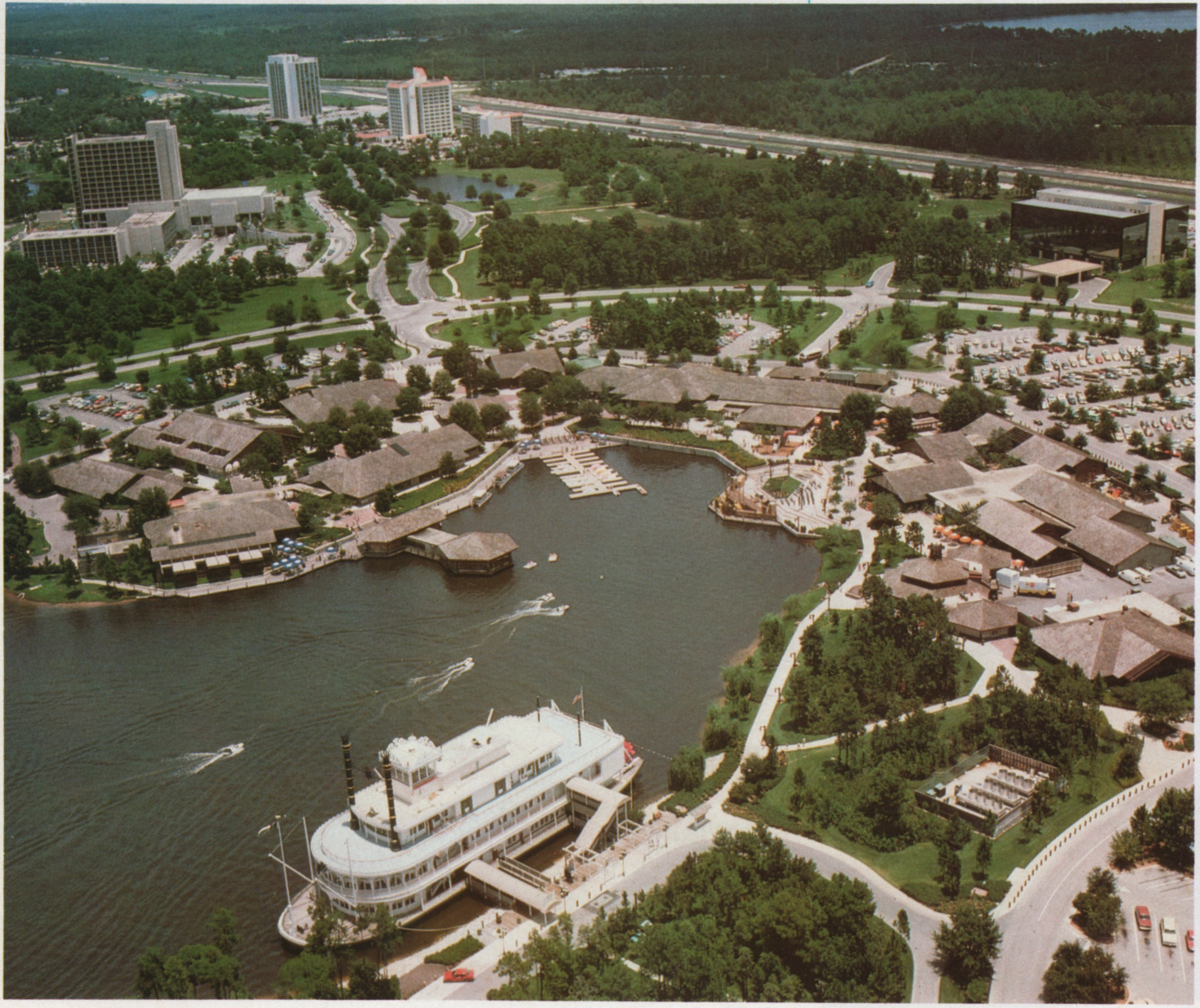


Above: John Davidson at Big Thunder Mountain Railroad opening, 1980.

10 Tencennial

Lake Buena Vista—another side of the World

Mere minutes away from the Walt Disney World Magic Kingdom and Resort Hotels is a peaceful community, set amidst the natural splendor of pine woods, fragrant blooms and crystalline waters: Lake Buena Vista. Back in 1971, the major Disney influence in the area had taken shape as the Hotel Plaza — four luxurious, high-rise hotels, independently owned and operated, with the high Disney standards for quality and family entertainment strongly featured. Today, the Dutch Resort Hotel, Howard Johnson's, the Hotel Royal Plaza and TraveLodge Tower still provide all the family vacation "extras," like shuttle bus service to the Magic Kingdom, presentations of Disney films, swimming pools, superb shops and restaurants and a wide variety of



recreational activities.

But like the rest of the World, the Disney presence in Lake Buena Vista has grown substantially from those first few months. The "other side" of Walt Disney World offers vacationers spacious, elegantly furnished villas and townhouses boasting outstanding views of nature's beauty, and a quiet, relaxed atmosphere.

Here, too, lies the Lake Buena Vista Club, providing outstanding facilities for tennis (lighted courts) and golf (a challenging 18-hole course); and offering all who enter an intimate, elegant atmosphere for breakfast, lunch, and gourmet dinner — featuring a fine selection of vintage wines and a trio of strolling musicians.

In mid-1980, the growing needs of business conference attendees were recognized with the completion of the Walt Disney World Conference Center. This chalet-styled, 8,000-square-foot facility presents conferees with an array of light, sound and audio-visual capabilities, plus comfortable, specially-designed seating.

But the "jewel" in the Walt Disney World Lake Buena Vista "crown" is undoubtedly Walt Disney World Village, a fascinating hideaway that beckons guests with its leisurely pace. Here, skilled glass cutters, potters, candlestick makers and bakers (among others) perform their crafts and display their wares in quaint boutique shops nestled along picturesque walkways.

Here, too, are tempting diversions from the everyday hustle-bustle: Cap'n Jack's Oyster Bar, overlooking Buena Vista Lagoon, and offering frozen Strawberry Margaritas and fresh seafood...the Village Restaurant, combining delicious fare with tranquil surroundings...the Village Lounge, presenting many of the top jazz performers in the country...and, the stately *Empress Lilly* Riverboat, with her variety of sumptuous dining experiences and "goodtime" lounge entertainment. The Village is also the site for numerous special exhibitions and celebrity guest appearances.

The face of this "other side" of the Walt Disney World Resort Complex continues to change with each passing year. More and more, Lake Buena Vista spotlights that side of the World without which no Vacation Kingdom visit is complete.

Tencennial

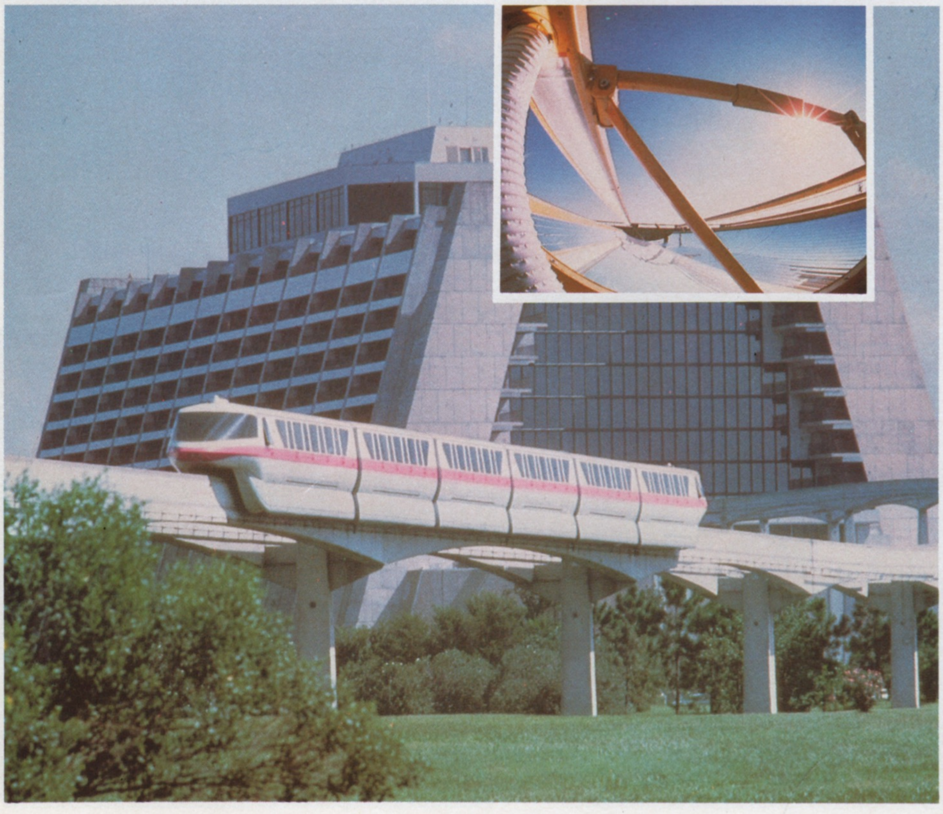
Walt Disney World... the "Living Laboratory"

Most Walt Disney World guests would be surprised to learn that this paradisiacal resort destination is a forerunner in applied technology, as well. In fact, the fields of commerce, industry, government and education increasingly look to Walt Disney World as a model of technical efficiency and innovation.

Indeed, the very nature of putting on a "show" the size and scope of Walt Disney World has necessitated a number of novel applications throughout the complex. For example, as a means of keeping all the show-supporting material and equipment as unobtrusive as possible, an expansive maze of underground tunnels was built underneath the Magic Kingdom. Housed there are storage and refrigeration facilities, along with lounges and wardrobe and dressing areas for the 12,000 to 15,000 park employees on hand each day.

Another side of the operation involves ecological balance, particularly important considering how most of the resort area was initially swampland with difficult drainage problems. Development of the area was begun only after extensive ecological assessments designed to highlight and protect special ecosystems.

Part of the solution led to one of the most far-reaching and sophisticated plans for water reclamation in the country. Eventually, 55 miles of winding canals and 22 automatic float gates will help maintain the level and flow of water even during a heavy rainfall. In addition, in keeping with the late Walt Disney's concern for the environment, a 7,500-acre wilderness area, including a beautiful, protected cypress swamp, was permanently set aside as a refuge for a wide variety of Florida wildlife.



One facet of Disney ingenuity apparent to all is the monorail system. Actually, Disneyland was the first locale for the monorail — the result of Walt's plan to establish a prototype of an effective urban transportation system of the future. These many years later, the monorail plays an integral role at Walt Disney World as well, its 2.7-mile-long beams connecting the Magic Kingdom and main parking area and Contemporary and Polynesian Village Resort Hotels. The monorail's reliability is attested to by its record of 999 hours of unimpeded transportation for every 1,000 hours of extensive operation.

Yet another innovative facet of Walt Disney World is its role as testing ground for many advances in energy technology. The Walt Disney World Central Energy Plant employs two massive turbine generators to produce a large portion of the power requirements for the Resort Complex. The waste heat from this system is recaptured to provide hot water, heating and air conditioning for many parts of the Vacation Kingdom.

A solar-powered office building utilizes 16 solar collectors atop the building which serve not only as gatherers of the sun's rays, but also function as the roof of the building — resulting in a tremendous savings on construction costs.

Another Disney-inspired effort, the WEDway PeopleMover, is an automated, electromagnetically powered "train" in Tomorrowland that provides transportation at a greatly reduced energy cost compared to more traditional transit systems.

As you can see, there's a whole lot more to the Walt Disney World Vacation Kingdom than vacations. For here, among storybook characters and castle spires, is a "living laboratory" of sound ideas that are sure to find future practical application for us all.

10
Tencennial

Tencennial... "a year long, and a smile wide"

From October 1, 1981, through September 30, 1982, the Walt Disney World Vacation Kingdom promises to be alive with the most thrilling event in its history: Tencennial — the 10th Birthday Celebration of the World! It'll be a year-long party filled with high-stepping parades, live musical concerts, guest appearances by a bevy of top-name celebrities, fireworks galore...and a host of exhilarating surprises done up in the grand Disney style.

Big, new Disney spectaculars will brighten up the Magic Kingdom each and every day throughout the year. At noon and at 6 p.m., there'll be the heart-throbbing Main Street Birthday Party, "attended" by all your favorite Disney characters, and resounding with the music of the spit-and-polished World Band, along with the best of visiting bands from across the country — all culminating with fun-filled activities in front of Cinderella Castle.

At 4 p.m. comes the glorious Tencennial Parade; a gala event, with stunning floats representing each of the six Magic Kingdom "lands"...an array of energetic performers — like the Kids of the Kingdom, the Dapper Dans and the Walt Disney World Marching Band — providing dazzling vocalizing, dancing and musical entertainment... handsome horses of all sorts, including a team of priceless, championship Percherons pulling an old-fashioned calliope, and much more. In all, some 250 performers will make their merry way along the parade route. And each, day we'll be picking a special guest Grand Marshal!

Throughout each day, the Tomorrowland Theatre will shine with the showstopping "Walt Disney World Is Your World," an original, Broadway-style salute to the Magic Kingdom starring the Disney characters.

Our Tencennial Celebration begins bright and early at 9 a.m.,

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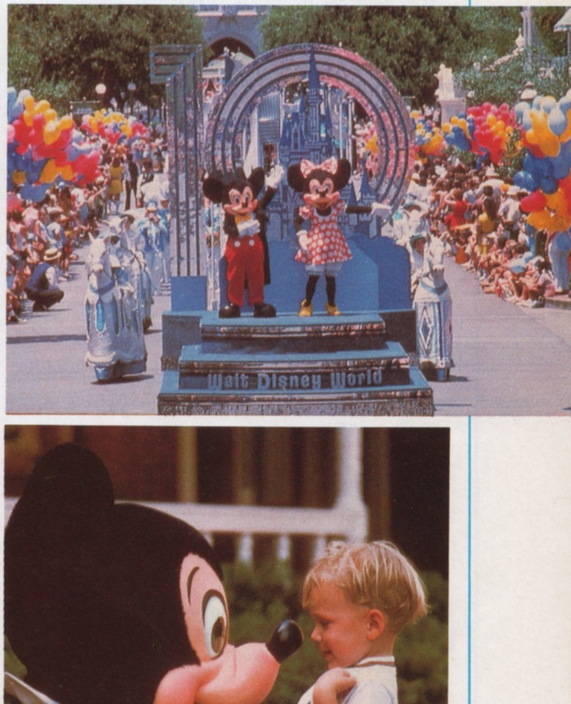

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Thursday, October 1st, as we greet our First Tencennial Family at the Magic Kingdom Train Station. Accompaniment for this joyous event will be provided by a "moving" special attraction involving the monorails and steam trains. Then, at 11:00 comes an exciting rededication ceremony in front of Cinderella Castle, as government officials and celebrities salute Walt Disney World.

Saturday, October 3rd, guests will again be treated to the fabulous, year-long Tencennial funfests — the Main Street Birthday Party, the Tencennial Parade and the "Walt Disney World Is Your World" show — *plus* a few eye-popping extras: hot air balloons flying high above the Magic Kingdom, hoisting the magic number "10"...the majestic sight and sounds of a 1,000-piece band...a guest musical headliner...a special version of the enchanting Electrical Water Pageant, featuring fabled creatures of the sea and a huge Tencennial logo, splashing the Seven Seas Lagoon with thousands of sparkling lights...and a stunning display of fireworks set up along the Magic Kingdom Railroad route, ringing the park with explosive color. And, with expanded hours on this grand night, there'll be an extra, late-night edition of the Tencennial Parade!

That's Tencennial just for starters...there's virtually a year more in store, wrapped up in all the wonder and magic the Vacation Kingdom has offered during a decade of delight.

The Walt Disney World Tencennial: A happy birthday for you... join us!

Tencennial

Watching our World grow... from the beginning

As we so often say at the Walt Disney World Resort Complex, "it takes people" to make the "show" work just right for our guests. And a good number of the people who comprise the Vacation Kingdom cast have been on hand throughout our 10-year history. *Disney News* had an opportunity to talk with some of these dedicated individuals, to capture their memories and reflections.

* * *

Willie Pugh, dispatcher, Security/ID

Willie, a native of Alabama, began his Walt Disney World career as a security host in April of 1971, six months before the grand opening. His stint in that role forms the basis for some of his most exciting Vacation Kingdom memories: helping hoist the U.S. flag during the October 25, 1971 dedication ceremonies, and later, being chosen as a "personal" security host during visits by President Nixon and former Treasury Secretary John Connally. Willie's greatest claim to fame, however, is his record of service to the company: he has never been absent (except when he was forced to enter the hospital for an operation), and he has never been late!

"I really love the company; I love what it stands for," said Willie. "Walt Disney World is a place where people can get away from their troubles and smile." That is an appropriate sentiment for this affable man, who also says: "I don't pretend to be happy...I love people...I see everyone as a friend."

As for the future: "There's a lot going on, and a lot that's going to happen. I'm going to sharpen my sword and get ready for all challenges Disney has to offer."

**Terri Coole,
communications representative,
Cast Communications**

Terri began work in July of 1971 as one of the 70 original tour guides — the first group of cast members fully trained at Walt Disney World. Originally from the Chicago area, Terri's family had moved to Orlando shortly after her high school graduation that year.

Terri recalled that as late as September 15th, it didn't look as if it (the Magic Kingdom) would ever be completed (on time)." She remembered in particular the time she led a group of visitors along an extremely narrow walkway surrounded by mud, only to discover that the "end of the line" — Fantasyland — was itself nothing more than a gigantic patch of mud.

Terri has experienced a number of thrills while with Disney: Coordinating a champagne-and-caviar picnic during the Apollo-Soyuz mission, attended by, among others, former astronaut Gordon Cooper and the Soviet ambassador...acting as interpreter for the World Symphony — an assemblage of "first chair" musicians from around the globe...and, being the subject of a *Southern Magazine* article/photo spread.

Terri still thrives on the close-knitness she first felt as one of the "originals" 10 years ago: "I've grown up here," she concluded. "I feel I have a family."

**George Britton, area mechanic,
Steam Train Maintenance**

Originally from Ohio, George was a machinist for a firm in Tampa, when the company was hired as a subcontractor by Walt Disney World in 1969 to work on the Magic Kingdom steam trains imported from Mexico. Although George had never had experience in this particular area, he soon put his creative problem-solving talents to good use. And when a permanent position with Walt Disney World opened up in July of 1971, George was ready.

"It was difficult to get anything to work with; Construction had it all!" laughed George, recalling the furious pace that had been set for getting the Magic Kingdom ready for opening.

Since those first "difficult" months, George has continually displayed an extraordinary ability to come up with novel solutions to maintenance problems. His ingenuity was formally recognized earlier this year when he was selected as the cast member with the best cost-saving entry in the "I Have An Idea" program.

"(Disney has) been a good company to work for," said George. And the trains? "They've really become a part of my life."

**Wanda Martinez Perkins,
Lost and Found hostess,
Guest Relations**

Wanda Perkins was not yet five years old when her parents arrived in this country from their native Brazil. Her fluency in Portugese has served her and the Vacation Kingdom well since her starting day in September of 1971. She is often called upon by Security to translate for our guests from abroad; and earlier this year, she experienced the thrill of being actively involved during a Marketing Division target market tour of Brazil.

Wanda maintains a fondness for the return visitors who remember her from previous tours. But her fondest memory is that "I met my husband here. He was driving a Pargo in the tunnel, and I hitched a ride. We got engaged on 'Flight to the Moon (now 'Mission to Mars')."

"I wouldn't trade it (the Disney experience) for anything," asserted Wanda. "I've got a lot of good friends here."

Fabulous prizes offered MKC members in Walt Disney World Tencennial Sweepstakes

Ten chances to win a Family Vacation at Walt Disney World

To celebrate the 10th Birthday of Walt Disney World, the Magic Kingdom Club is featuring a *Tencennial Sweepstakes* with ten grand prizes to be awarded. The Grand Prize is a 5-night, expense-paid deluxe vacation at Walt Disney World in Florida for a family of four (a trip worth over $4,000). Ten winners will be chosen from drawings held each month for ten months. The lucky winners will receive round-trip air transportation via EASTERN AIRLINES from anywhere in the U.S. or Canada; five nights' lodging at the Contemporary Resort Hotel, six days' admission and unlimited use of all attractions and transportation within the Magic Kingdom; plus recreational facilities; meals at any Walt Disney World restaurant; a rental car and $200 in cash!

One hundred first prizes at the rate of ten per month will be awarded. They are commemorative plates of the Walt Disney World Tencennial in a limited edition. In addition, 500 second prizes of Walt Disney World Tencennial Collector's Edition Books will be given away.

The official entry form and added details will be found in the 1982 Magic Kingdom Club Membership Guide available at your Personnel or Recreation Office.

R*osie*, an 1800 lb. chestnut Belgian mare, was until recently content in her job, which was pulling a trolley-full of guests up and down Main Street U.S.A. in the Disneyland Park. That was before she gave birth to *Elaine*, a playful foal, sired by a Belgian stallion from Koopman & Sons Dairy in Chino.

Wranglers at the Disneyland Circle D Ranch welcomed *Elaine's* arrival in January. Although at first they nick-named her "Baby Rotten" because of her high-spirited antics, they've been pleased to have a pretty filly to spoil. She's quite a contrast to the giant Percherons and other Belgians that usually inhabit the Circle D stalls.

Elaine displayed her charm and intelligence when she was paid a visit by Willie Van Der Zwaag, Disneyland's 1981 Ambassador to the World. Then she hurried back to Mama *Rosie's* side. *Rosie*, who is in foal again, will hopefully provide another "champion" in a new line of horses that will make their home in the Magic Kingdom of Disneyland.

Foal is Newest Addition to Circle D Ranch

IT'S MICKEY MOUSE TIME

Old Watches Still Collector's Favorite

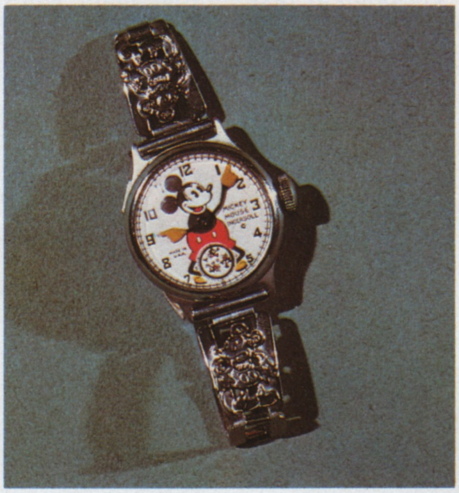
by Dave Smith
Walt Disney Archives

In recent years more and more collectors have begun saving Disney memorabilia. Among all the Disney collectibles, the Mickey Mouse watch is probably the most sought-after. The enduring popularity of the watch has been amazing. For almost half a century, children, and in recent years adults also, have been telling time by the gloved hands of Mickey Mouse. Many of today's adults fondly remember learning how to tell time when they were presented with their very first Mickey Mouse watch.

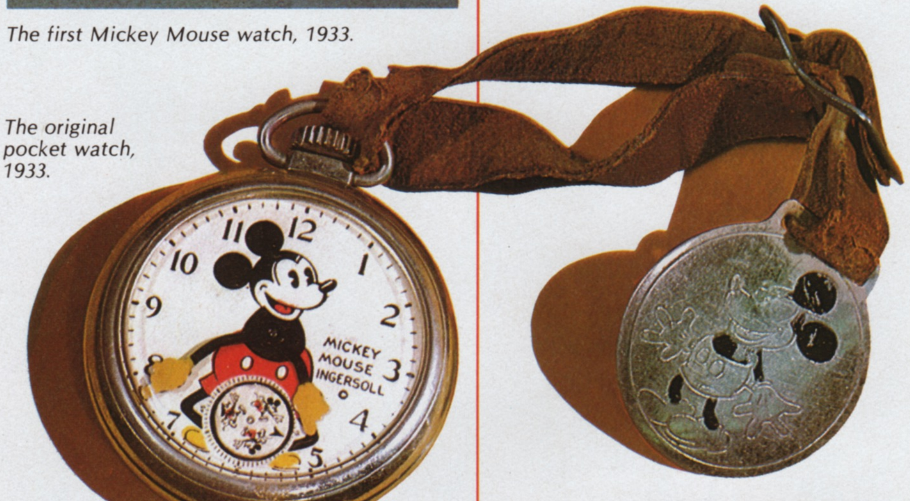
It was way back in 1933 that the Ingersoll-Waterbury Co. signed a contract with Walt Disney Enterprises to put Mickey Mouse on a watch. There were two versions of that first watch: a wrist watch and a pocket watch.

There were several versions of wind-up and electric Mickey Mouse clocks in the 1930's.

The first wrist watch had a round face, and featured Mickey with a smaller circular dial showing three tiny mice chasing each other. This small dial indicated the seconds. The watch was labelled: "Mickey Mouse Ingersoll c ." Originally the watch cost $3.95, but this was later lowered to $2.95. The watch could be bought with either a metal link band or a leather band, each containing two cut-out metal figures of Mickey.


The first Mickey Mouse watch, 1933.

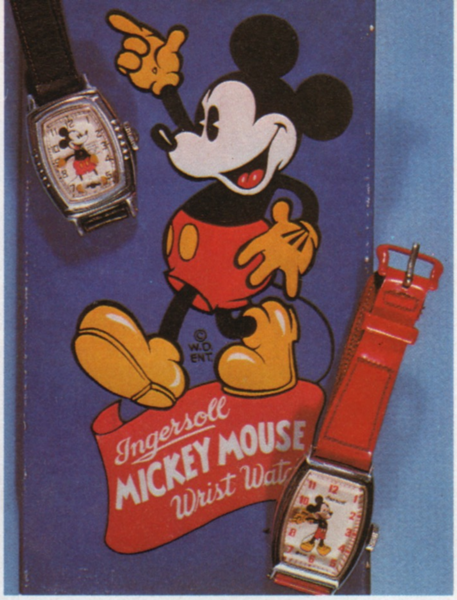
The original pocket watch, 1933.



Besides the wrist watch, there was also a pocket watch, which retailed at an even lower price of $1.50. The face of the pocket watch was the same as the wrist watch but it was larger and had a figure of Mickey engraved on the back of the metal case.

The demand for the Mickey Mouse watches was nothing less than phenomenal. Two and half million of them were sold during the first two years. Macy's department store in New York City reported sales of as many as eleven thousand watches in a single day. The Mickey Mouse watch had become an American tradition.

In 1937, Ingersoll, while retaining the round face watch, introduced what they called the "Deluxe" version of the Mickey Mouse watch. This watch had a rectangular face, with a small second hand down between Mickey's legs. It cost $3.95.



The 1937 and 1946 versions.

As World War II began, two important changes took place. First, Ingersoll was bought out by the U. S. Time Corp., and second, the company became involved in producing war materials and, as a result, no Mickey Mouse watches were made for four years.

Several versions of Mickey Mouse wrist watches were made in the late 1940's, with the most popular version being another rectangular style having a redesigned Mickey figure, red numbers, a red plastic band, and no second hand. The retail price of the watch had now climbed to $6.95.

For awhile during the 1950's and early 1960's, there was a lessening of interest in Mickey Mouse watches. But then, a change occurred. Americans began thinking

25
Disneyland
©WALT DISNEY PRODUCTIONS

There are less than 350 of the Disneyland 25th Anniversary Elgin watch.

about the "good old days" and a nostalgia craze quickly spread throughout the country. Mickey Mouse was one of the nostalgic symbols that people cherished. They fondly remembered their Mickey Mouse watches and began looking for examples in antique stores and pawn shops. Prices of the old watches slowly began to rise. This created a demand for new watches. New versions were rushed into production, sold first at Disneyland, then nationwide.

Special watches have been presented to participants in the Walt Disney World golf classics.

In 1972, Elgin and its Bradley Time Division began producing Mickey Mouse watches and still offer many attractive styles today, at a wide range of prices. Some watches even returned to the old design of Mickey Mouse, reflecting collector interest.

The Walt Disney Archives has in its collection almost 80 different Mickey Mouse watches, dating from the first version in 1933 to the latest styles today. Also, the collection contains more than 50 watches featuring other Disney characters, including Donald Duck, Minnie Mouse, Goofy, Bambi, Jose Carioca and Pluto. Disney collectors are primarily interested in the watches from the 1930's and 1940's. Prices vary widely depending on condition, with the earliest versions often carrying pricetags of several hundred dollars.

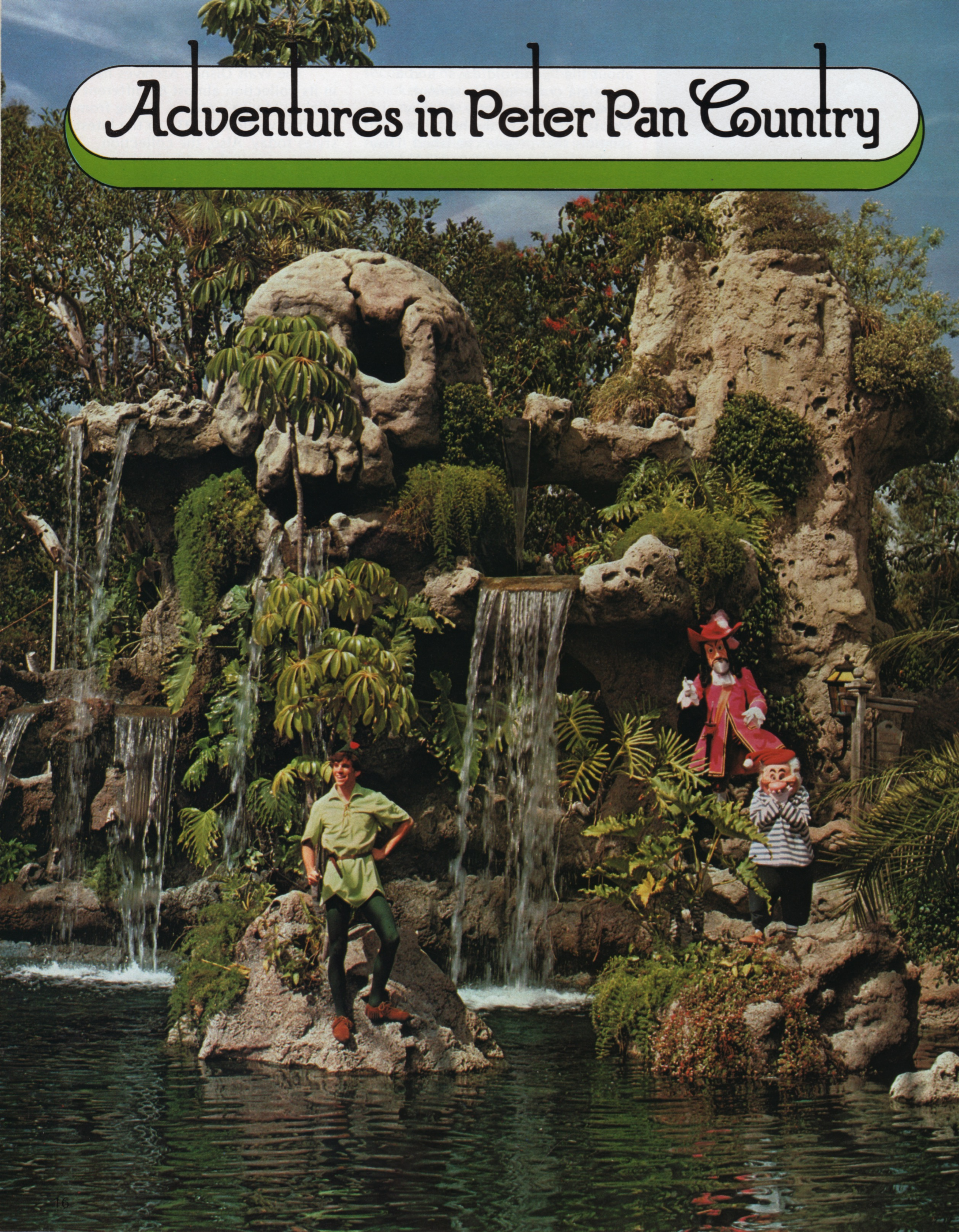
Some recent watches also have collectible value because of being produced in only limited quantities. These include special watches for the yearly Walt Disney World golf classics (which are presented only to participants), and commemorative watches for Walt Disney Productions' 50th anniversary in 1973, for Mickey Mouse's 50th birthday in 1978, and for Disneyland's 25th anniversary in 1980. Of the latter watch, less than 350 were produced, making it especially collectible.

Back in 1934, the Disney Studio received a letter from an advertising agency commenting on the popularity of the Mickey Mouse watch. The agency wrote, "The demand for the watch is universal and shows no substantial sign of letting up. Nevertheless, this cannot go on forever. A novelty is a novelty, and the length of its life is never very long." If this were true, then the Mickey Mouse watch has certainly proved to be the exception to the rule.

REGISTERED
COMMEMORATIVE
EDITION
BRADLEY TIME
MICKEY MOUSE
Wrist Watch

To commemorate Mickey's 50th Birthday, various watches were produced in limited editions.

Adventures in Peter Pan Country



Once upon a time, there was a little boy named Peter Pan who vowed he would never grow up. He lived in faraway Never Land—an island in a nameless sea.

One night Peter taught his friends Wendy, John and Michael how to fly (all it took was a wish and a pinch of pixie dust), and out of the nursery window they flew to the magic place of Never Land.

In Never Land all sorts of wonderful things were happening. Mermaids swam in the blue lagoon. Indians danced in a village on a cliff. Wild animals roamed the woods. And best of all, there was a beautiful ship in a protected cove, manned by wicked pirates under the leadership of the most wicked of all, Captain Hook.

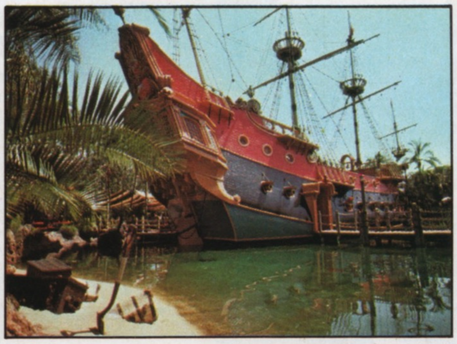
Peter Pan would climb the Skull Rock overlooking the deck of the square-rigged galleon and watch the strange goings-on of the unruly buccaneers.

When Captain Hook kidnapped Wendy, John and Michael and took them off to his pirate ship, Peter lost his temper. He challenged Hook and beat him fair and square in a dazzling display of swordsmanship, freeing his friends. And together, with a wish and a pinch of pixie dust, they commanded the pirate ship to fly over cities and through the sky—back to the children's home again.

Now if you want to trade tales of Peter Pan, gather round the diners in a secluded corner of Skull Rock Cove, while you sample the hearty fare of the Pirate Ship Restaurant located aboard *Captain Hook's Galley*: clam chowder, sandwiches, salads, desserts and liquid refreshments.

The *Galley* is a fine vessel indeed, ready to fire her cannon upon any imposter that dares to enter the protected waters of the Cove. She's purely the product of a Disney art director's imagination and was appropriately berthed in Fantasyland when the Disneyland Park opened in 1955. But she's an amazing replica of a 15th to 18th century sailing ship. She's 79′ in length from her bowsprit to transom. Her beam is 24′ 6″ and her highest mast rises 60′ from the deck. Her shining hull is of fine Douglas fir and her trim abounds in bright Honduras mahogany. You can stand at her polished helm and look out upon all the adventures in Fantasyland.

Or you can enjoy a tasty lunch and fantasize on your own adventures in the land of Peter Pan. Why, you may even see the infamous Captain Hook and his colorful cohort, Mr. Smee, covorting in the rigging of the Captain's ship. And Peter, looking very pleased with himself as only Peter can do, looking down in disdain from some hidden vantage point high in the rocks above Skull Rock Cove.



Disneyland®
PARK IN CALIFORNIA

"The happiest place on earth"

NOW AVAILABLE YEAR-ROUND

SPECIAL MAGIC KINGDOM CLUB PRICES FOR CLUB MEMBERS ONLY

PASSPORT TO Disneyland®

(Unlimited-use ticket)

One day's admission and unlimited use of all 59 Disneyland adventures and attractions (except Shooting Galleries).

	General Public	Club Members
ADULT	$10.25	**$9.25**
JUNIOR (12 thru 17)	$ 9.00	**$8.00**
CHILD (3 thru 11)	$ 8.50	**$7.50**

THE ABOVE CLUB PRICES NOT AVAILABLE TO THE GENERAL PUBLIC

Present Magic Kingdom Club Card at any Main Entrance ticket booth.
(Parking—50¢ per car)

GENERAL ADMISSION ONLY

Entitles guest to admission to DISNEYLAND, and all its free shows, exhibits and entertainment.

ADULT	**$8.00**
JUNIOR (12 thru 17)	**$6.00**
CHILD (3 thru 11)	**$4.00**

All prices and ticket media are subject to change without notice.

FALL OPERATING HOURS

Disneyland is open Wednesday through Sunday during the fall, winter and spring seasons. The operating hours are 10 AM to 6 PM on Wednesday, Thursday, and Friday and 9 AM to 7 PM on the weekends. Extended operating hours will be in effect over the Thanksgiving holiday.

Disneyland Hotel

The Inn At The Park

For those members not taking advantage of a Magic Kingdom Club Vacation Plan, a special nightly discount (10%) is available on accommodations only, at the Disneyland Hotel and The Inn At The Park. (Discount not applicable to commissionable, special group or preferred rates.)

The 1981 Magic Kingdom Club Vacation Plans at DISNEYLAND Park

Featuring accommodations at the Disneyland Hotel,
The Inn At The Park, Anaheim Howard Johnson's Motor Lodge,
Hyatt Anaheim, Grand Hotel, Anaheim Marriott,
Conestoga Inn or Quality Inn.

GOLD KEY VACATION

- Enjoy the most complete way to visit DISNEYLAND. Your personalized "Gold Key" unlocks all the fun and excitement of this exclusive Magic Kingdom Club vacation adventure
- Three nights' accommodations at the Disneyland Hotel
- Four days' admission and unlimited use of all rides and attractions in DISNEYLAND (except Shooting Galleries)
- Breakfast, lunch and dinner for three days at a variety of fine restaurants in DISNEYLAND and at the Disneyland Hotel
- Other exciting recreational and dining activities
- $275 each Adult, double occupancy

4-NIGHT DISNEYLAND ADVENTURE

- Four nights' accommodations at the Disneyland Hotel, The Inn At The Park, Anaheim Howard Johnson's Motor Lodge, Hyatt Anaheim, Grand Hotel, Quality Inn, Conestoga Inn, or the Anaheim Marriott Hotel
- Two days' admission and unlimited use of all adventures and attractions in DISNEYLAND (except Shooting Galleries)
- Shuttle service between your hotel and DISNEYLAND
- Choices of exciting recreational or dining activities
- From $135 each Adult, double occupancy

3-NIGHT PARK HOLIDAY

- Three nights' accommodations at the Disneyland Hotel, The Inn At the Park, Anaheim Howard Johnson's Motor Lodge, Hyatt Anaheim, Grand Hotel, Quality Inn, Conestoga Inn, or the Anaheim Marriott Hotel
- Two days' admission and use of all adventures and attractions in DISNEYLAND (except Shooting Galleries)
- Shuttle service between your hotel and DISNEYLAND
- Choice of exciting recreational or dining activity
- From $102 each Adult, double occupancy

2-NIGHT FAMILY GETAWAY

- Two nights' accommodations at the Disneyland Hotel, The Inn At The Park, Anaheim Howard Johnson's Motor Lodge, Hyatt Anaheim, Grand Hotel, Quality Inn, Conestoga Inn, or the Anaheim Marriott Hotel
- Two days' admission and unlimited use of all adventures and attractions in DISNEYLAND (except Shooting Galleries)
- Shuttle service between your hotel and DISNEYLAND
- From $69 each Adult, double occupancy

Magic Kingdom Club Vacation Plans are available only to Club members and are subject to accommodation availability. Junior and child rates are available at substantial savings for above Vacation Plans. Prices subject to change without notice. Effective January 1, 1981 through December 31, 1981.

For further information regarding Magic Kingdom Club
Vacation Plans at DISNEYLAND Park, please write or call:

WALT DISNEY'S
MAGIC KINGDOM CLUB®
TRAVEL CENTER
P.O. Box 4180, Anaheim, California 92803
Always include your Chapter number.

For reservations call (714) 999-4444

WALT DISNEY'S MAGIC KINGDOM CLUB

YOUR KEY TO NATIONWIDE VACATION AND TRAVEL BENEFITS...

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THE OFFICIAL HOST OF

WALT DISNEY'S MAGIC KINGDOM CLUB®

10% DISCOUNT

PARTICIPATING HOWARD JOHNSON'S MOTOR LODGES OFFER A 10% DISCOUNT ON DOUBLE-OCCUPIED ROOMS AT THE DIRECTORY RATE TO ALL MEMBERS OF THE MAGIC KINGDOM CLUB.

This discount is not applicable to commissionable, special group, or preferred rates. You must make advance reservations and identify yourself as a Club member. Membership card must be presented upon registration. This offer effective until withdrawn.

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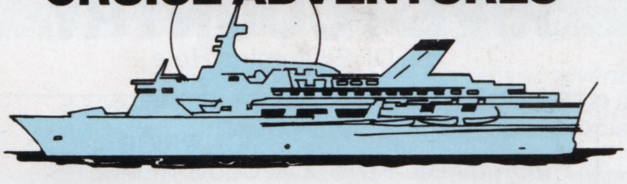
From Oklahoma Call 800-522-9041
From Eastern Canada (Ont. East) 800-268-4940
From Toronto Call 363-7401
From Western Canada Call Collect (416) 363-7401
From Alaska, Hawaii, Puerto Rico and the U.S. Virgin Islands 800-654-2121

Get a FREE directory listing the participating lodges at any Howard Johnson's Motor Lodge or Restaurant.

REMEMBER: At most motor lodges, children under 18 are accommodated free of charge when occupying a room with their parent(s).

CARIBBEAN and BAHAMAS CRUISE ADVENTURES



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For further information please write:

WALT DISNEY'S MAGIC KINGDOM CLUB®

TRAVEL CENTER

P.O. Box 600, Lake Buena Vista, Florida 32830

Always include your Chapter number.

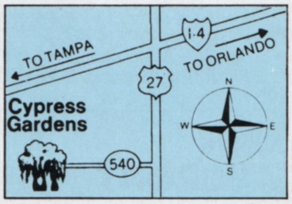
Another exclusive for Club members...

FLORIDA CYPRESS GARDENS

Your Magic Kingdom Club Card entitles you and your family to a special reduced admission price at CYPRESS GARDENS near the WALT DISNEY WORLD Resort Complex in Florida.

	Regular Price	**Club Member Price**
ADULT	$6.95	**$5.95**
CHILD (6 thru 11)	$3.95	**$2.95**

Children under 6, FREE with parent.
All prices subject to change without notice.



OPEN EVERY DAY OF THE YEAR
(30 Minutes from Walt Disney World)

★★★ WATER SKI SHOWS ★★★
HELD SEVERAL TIMES DAILY

This offer effective until withdrawn. Membership Card must be presented at Ticket Window.

BRAND NEW BENEFIT

National Car Rental

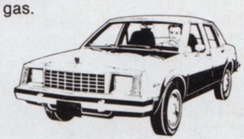
OFFICIAL CAR RENTAL COMPANY OF THE MAGIC KINGDOM CLUB

National Car Rental now offers basic rates that include 100 free miles per day. Magic Kingdom Club members receive a 9% discount on these new "National Attention Rates" available at most National Car Rental locations throughout the United States. In Florida and Hawaii, Club members receive a 9% discount on regular unlimited mileage rates (except Class A Economy vehicles). In addition, Club members now receive a 35% discount off current time and mileage rates. Whichever rate and discount yields the lowest cost will be applied. Similar discounts are available Worldwide.

Not applicable to special promotional rates.
All rates exclude gas.

For Worldwide Reservations,
Call Toll-Free: 800-328-4567
(In Minnesota, call 800-862-6064)

Recap No. 6666666



We feature GM cars like this Buick Skylark.

WORLD SHOWCASE TOURS

The Magic Kingdom Club offers exclusive **World Showcase Tours** to a variety of exciting destinations including Hawaii, Mexico, New Zealand and the Orient.

For further information or reservations, please write or call:

WALT DISNEY'S MAGIC KINGDOM CLUB®

TRAVEL CENTER

P.O. Box 4180, Anaheim, California 92803

Always include your Chapter number.

For reservations call (714) 999-4444

Walt Disney World®
VACATION KINGDOM IN FLORIDA

MAGIC KINGDOM CLUB TICKETS FOR CLUB MEMBERS ONLY

NOW AVAILABLE YEAR-ROUND

ONE-DAY PASSPORT

(Unlimited-use ticket)

Includes one day's admission to the Magic Kingdom and unlimited use of all Magic Kingdom attractions (except Shootin' Gallery), and one day's unlimited use of the transportation system in the Walt Disney World Vacation Kingdom.

	General Public	Club Members
ADULT	$13.00	**$12.00**
JUNIOR (12 thru 17)	$12.00	**$11.00**
CHILD (3 thru 11)	$11.00	**$10.00**

Also Available

TWO-DAY PASSPORT

(Unlimited-use ticket)

Includes two days' admission to the Magic Kingdom, two days' unlimited use of all Magic Kingdom attractions (except Shootin' Gallery), and two days' unlimited use of the transportation system in the Walt Disney World Vacation Kingdom.

	General Public	Club Members
ADULT	$22.50	**$20.50**
JUNIOR (12 thru 17)	$20.50	**$18.50**
CHILD (3 thru 11)	$18.50	**$16.50**

THE ABOVE CLUB PRICES NOT AVAILABLE TO THE GENERAL PUBLIC

Present Magic Kingdom Club Card at any Main Entrance ticket booth.

(Parking — 50¢ per car)

GENERAL ADMISSION ONLY

Entitles guests to one day's use of the transportation system in the Walt Disney World Vacation Kingdom (monorails, ferryboats, and motor coaches), and admission to the Magic Kingdom and all its free shows, exhibits, and entertainment.

ADULT	$9.50
JUNIOR (12 thru 17)	$8.50
CHILD (3 thru 11)	$6.50

All prices and ticket media are subject to change without notice.

FALL OPERATING HOURS

Walt Disney World Resort Complex is open seven days a week throughout the year. The Magic Kingdom is open from 9 AM to 6 PM, with extended operating hours over the Thanksgiving holiday.

GOOD NEWS FOR MAGIC KINGDOM CLUB GOLFERS AND TENNIS PLAYERS

- Special golf rates on the Palm, Magnolia, and Lake Buena Vista Courses:

General Public	Club Members
$26.00	**$21.00**

Includes greens fee and electric car.

All participants in the Walt Disney World Golf Studio, which is held daily at the Golf Resort Hotel, receive individualized instruction including swing analysis, videotaping and specific tips to help them improve their style.

- Special tennis court rates at the Contemporary Resort, Golf Resort, and Lake Buena Vista Club:

	General Public	Club Members
Singles	$4.00/hour	**$3.00/hour**
Doubles	$6.00/hour	**$5.00/hour**

All prices subject to change without notice.

RIVER COUNTRY

The Ol' Swimming Hole

SPECIAL ADMISSION PRICE FOR MAGIC KINGDOM CLUB MEMBERS!

	General Public	Club Members
ADULT	$6.50	**$5.75**
CHILD (3 thru 11)	$4.25	**$3.50**

Present Magic Kingdom Club Membership Card at Fort Wilderness/River Country ticket booth.

All prices subject to change without notice.

Located in the Fort Wilderness Resort

THE 1981
MAGIC KINGDOM CLUB
VACATION PLANS

Walt Disney's
MAGIC
KINGDOM
CLUB
®

Walt Disney World®

VACATION KINGDOM IN FLORIDA

WORLD VACATION

Experience the WALT DISNEY WORLD Vacation Kingdom in the most unique and complete way possible.

- Five nights' accommodations in the Contemporary Resort Hotel Tower
- Six days' use of the transportation system in the Walt Disney World Vacation Kingdom
- Six days' admission and unlimited use of all attractions in the MAGIC KINGDOM, and all WALT DISNEY WORLD recreational activities and facilities
- Breakfast, lunch and dinner at any WALT DISNEY WORLD restaurant or dinner show for six days (excludes fast-food locations and room service)
- $475 each Adult, double occupancy

VACATION KINGDOM HOLIDAY

- Four nights' accommodations in the Contemporary Resort Hotel, Polynesian Village Resort Hotel or Golf Resort Hotel
- Five days' use of the transportation system in the Walt Disney World Vacation Kingdom
- Five days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery)
- Special coupons good for a variety of dining and recreational activities throughout WALT DISNEY WORLD
- Prices starting at $284 each Adult, double occupancy

CAMPING JAMBOREE

- Four nights' use of a Fort Wilderness Campsite with optional fully-equipped Terry Travel Trailer by Fleetwood
- Five days' use of the transportation system in the Walt Disney World Vacation Kingdom
- Five days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery)
- Special coupons good for a variety of dining and recreational activities throughout WALT DISNEY WORLD
- Prices starting at $131 each Adult, double occupancy

LAKE BUENA VISTA THREE-NIGHT HOLIDAY

- Three nights' accommodations in the Walt Disney World Village Hotel Plaza
- Four days' unlimited shuttle service between Hotel Plaza and the MAGIC KINGDOM
- Two days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery), including use of the transportation system in the Walt Disney World Vacation Kingdom
- Special coupons good for a variety of dining and recreational activities throughout WALT DISNEY WORLD
- $156 each Adult, double occupancy

LAKE BUENA VISTA FIVE-NIGHT HOLIDAY

- Five nights' accommodations in the Walt Disney World Village Hotel Plaza
- Six days' unlimited shuttle service between Hotel Plaza and the MAGIC KINGDOM
- Four days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery), including use of the transportation system in the Walt Disney World Vacation Kingdom
- $246 each Adult, double occupancy

VILLA HIDEAWAY ADVENTURE

- Four nights' accommodations in a Vacation Villa, Treehouse Villa or Fairway Villa
- Five days' use of the transportation system in the Walt Disney World Vacation Kingdom
- Five days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery)
- Special coupons good for a variety of dining and recreational activities throughout WALT DISNEY WORLD
- $349 each Adult, double occupancy

FAMILY GETAWAY

- Three nights' accommodations at the Holiday Inn East or Howard Johnson's Florida Center Hotel
- Two days' unlimited shuttle service between your hotel and the MAGIC KINGDOM
- Two days' admission and unlimited use of all attractions in the MAGIC KINGDOM (except Shootin' Gallery), including use of the transportation system in the Walt Disney World Vacation Kingdom
- Prices starting at $91 each Adult, double occupancy

For those members not taking advantage of a Magic Kingdom Club Vacation Plan, a special nightly discount (10%) is available on accommodations only, at Lake Buena Vista Hotel Plaza. (Discount not applicable to commissionable, special group or preferred rates.)

- Magic Kingdom Club Vacation Plans are available only to Club Members, and are subject to accommodations availability. Make your reservations early.
- Junior and child rates are available at substantial savings for the above Vacation Plans.
- Effective January 1, 1981 through December 31, 1981.

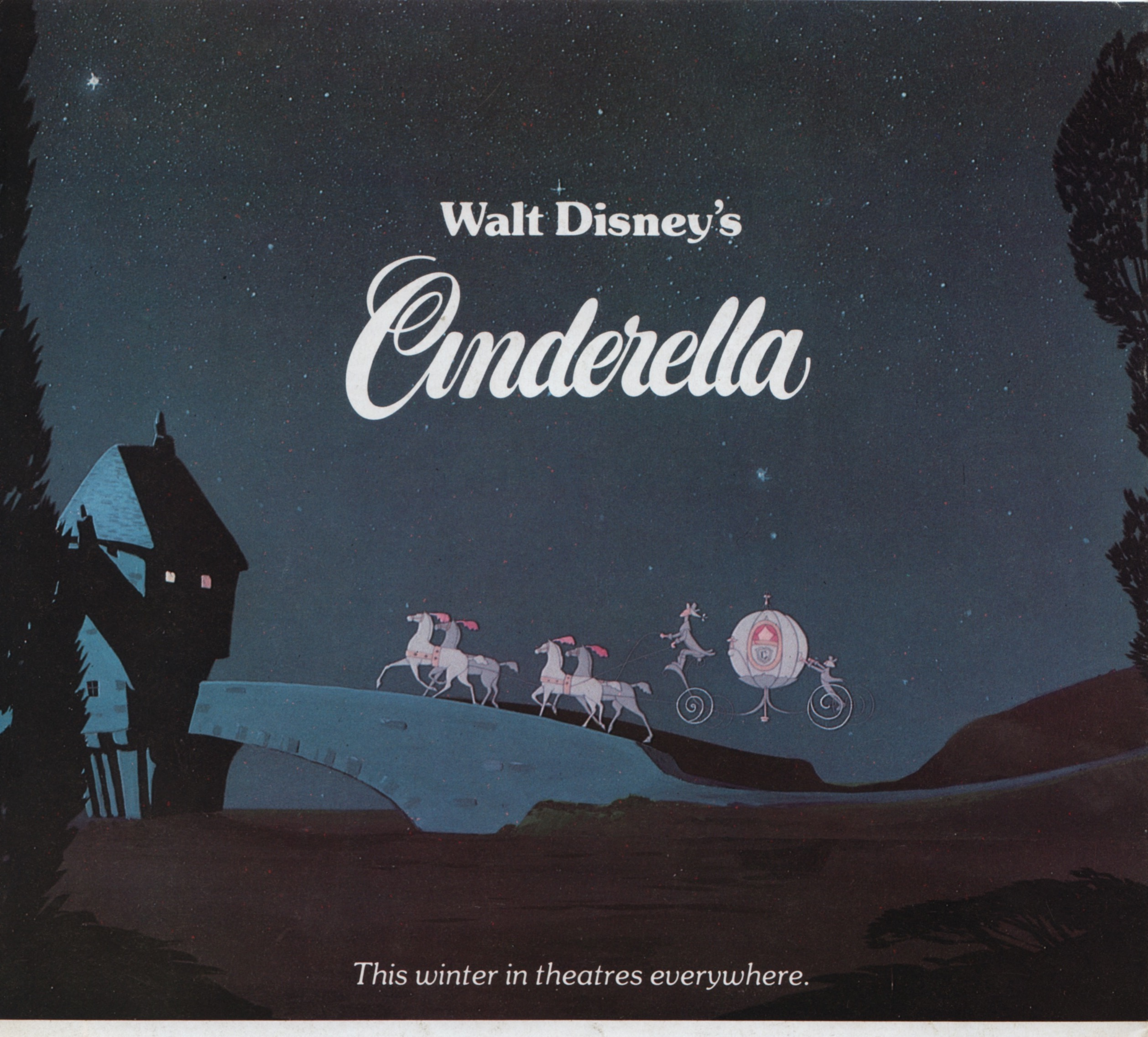
All prices subject to change without notice.

For further information regarding Magic Kingdom Club Vacation Plans at the WALT DISNEY WORLD Resort Complex, please write or call:

Walt Disney's
MAGIC KINGDOM CLUB®

TRAVEL CENTER

P.O. Box 600, Lake Buena Vista, Florida 32830
Always include your Chapter number.
For reservations call (305) 824-2600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DUE TO PRODUCTION DELAYS.